

GAMES AND BROADCASTERS: DESTINATION TABLET?

JON HOWARD

EXECUTIVE PRODUCT MANAGER

BBC CHILDREN'S FUTURE MEDIA

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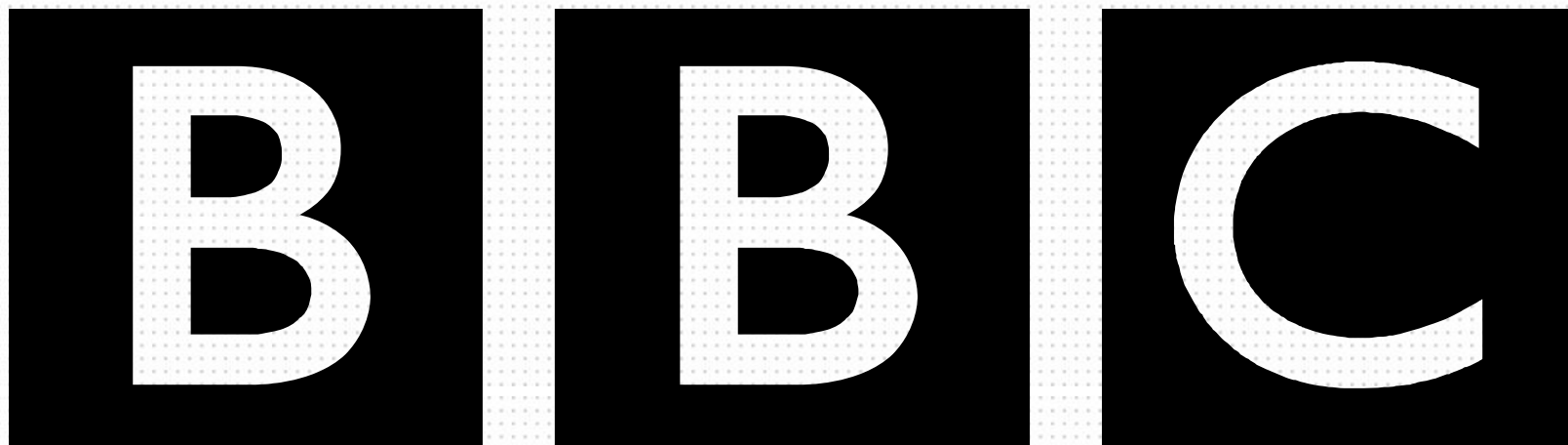


SMARTPHONE & TABLET GAMES
SUMMIT

GAME DEVELOPERS CONFERENCE EUROPE

COLOGNE, GERMANY
AUGUST 19-21, 2013
EXPO DATES: AUGUST 19-20

2013



INFORM, EDUCATE AND ENTERTAIN



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‘LEARNING THROUGH PLAY’



‘LAUGH YOURSELF SMART’



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SO, DESTINATION TABLET...

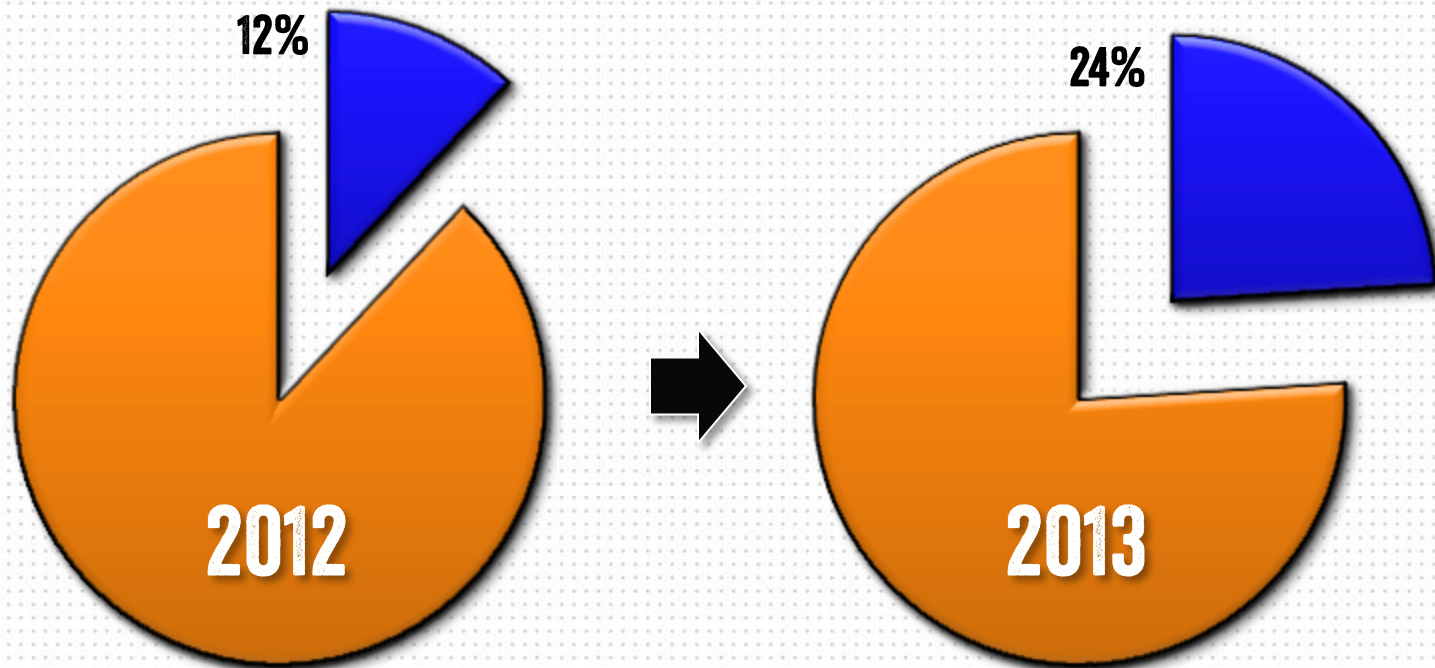


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UK TABLET OWNERSHIP

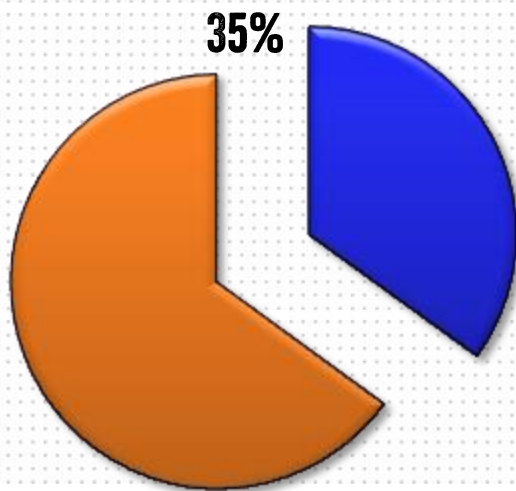
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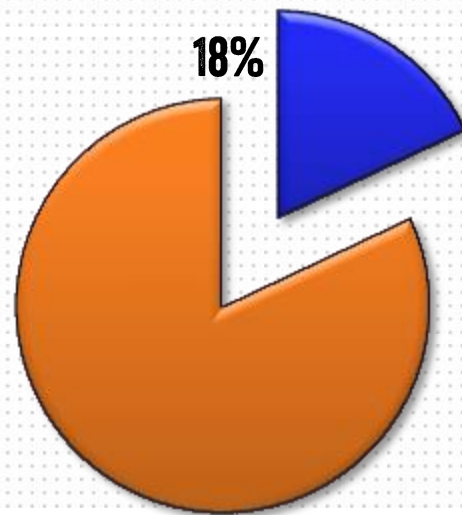
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HOUSEHOLDS WITH CHILDREN



HOUSEHOLDS WITHOUT

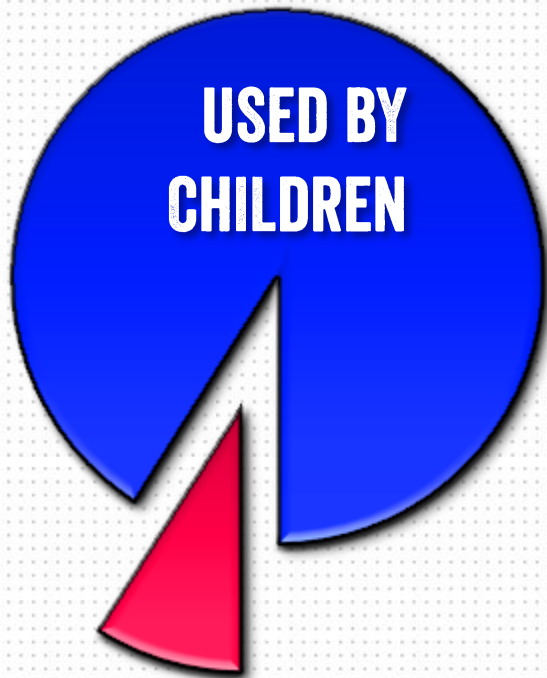
UK TABLET OWNERSHIP

DATA: OFCOM REPORT 2013



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91%

PARENTS WITH TABLETS

DATA: OFCOM REPORT 2013



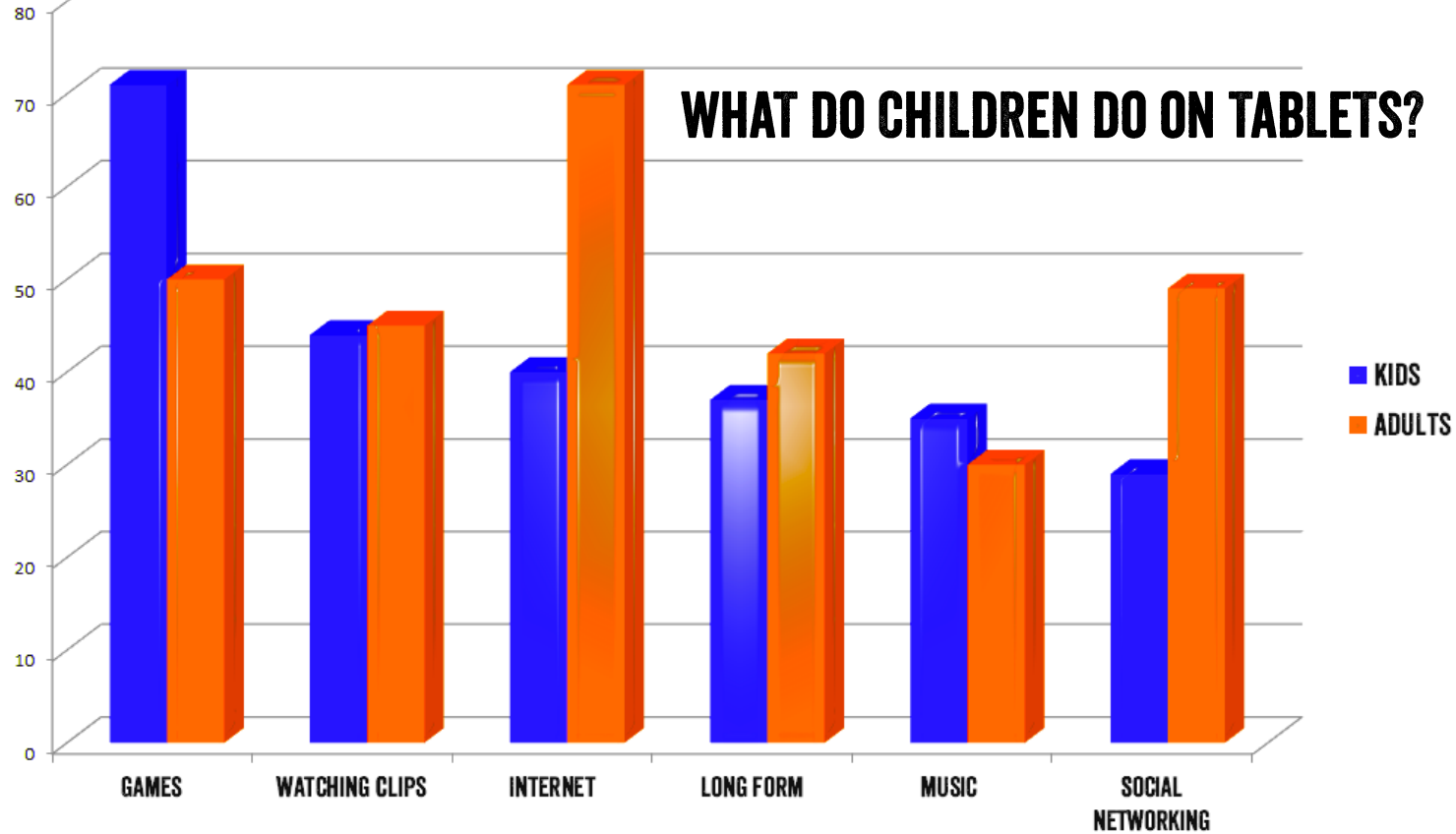
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WHAT DO CHILDREN DO ON TABLETS?



DATA: OFCOM
REPORT 2013



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cbbc



shows



games



watch



music



things to do



news



new! Enjoy your holidays with the **Super Celebration Party Pack!**



hot!



Celebrity Football Challenge!



Splatapult Game!



newsround

Updated: Friday June 08 2012 07:00



Syria 'drifting towards civil war'



Euro 2012 ready to kick-off

have your say...



Ministry of Curious Stuff

Sign in or register



On Now: 4 o'Clock Club
10:30am - 11:00am

On NEXT: Shrek

BBC.CO.UK/CBBC



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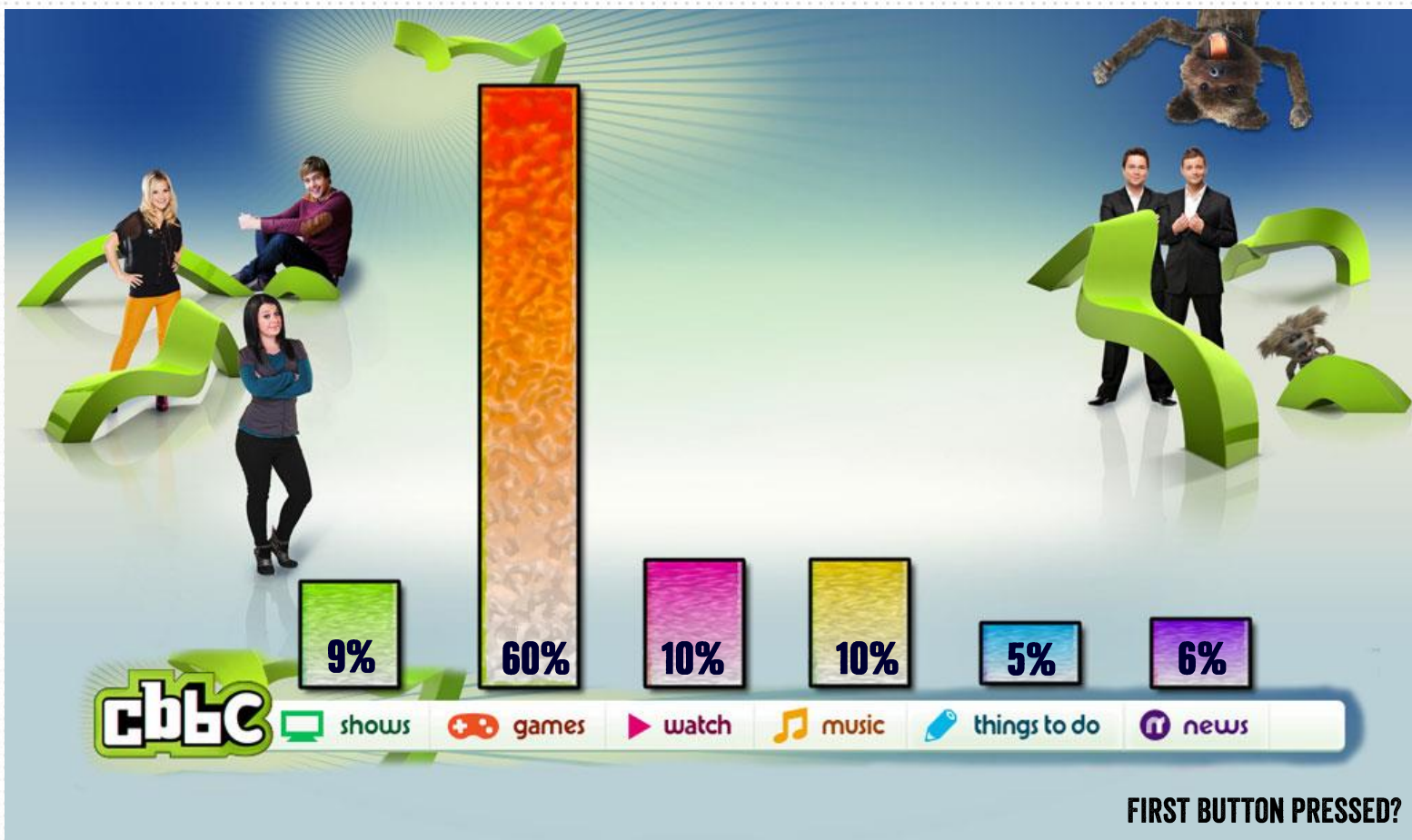


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WATCHING TV? SECOND SCREEN ACTIVITIES



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WHERE DO KIDS USE DEVICES?

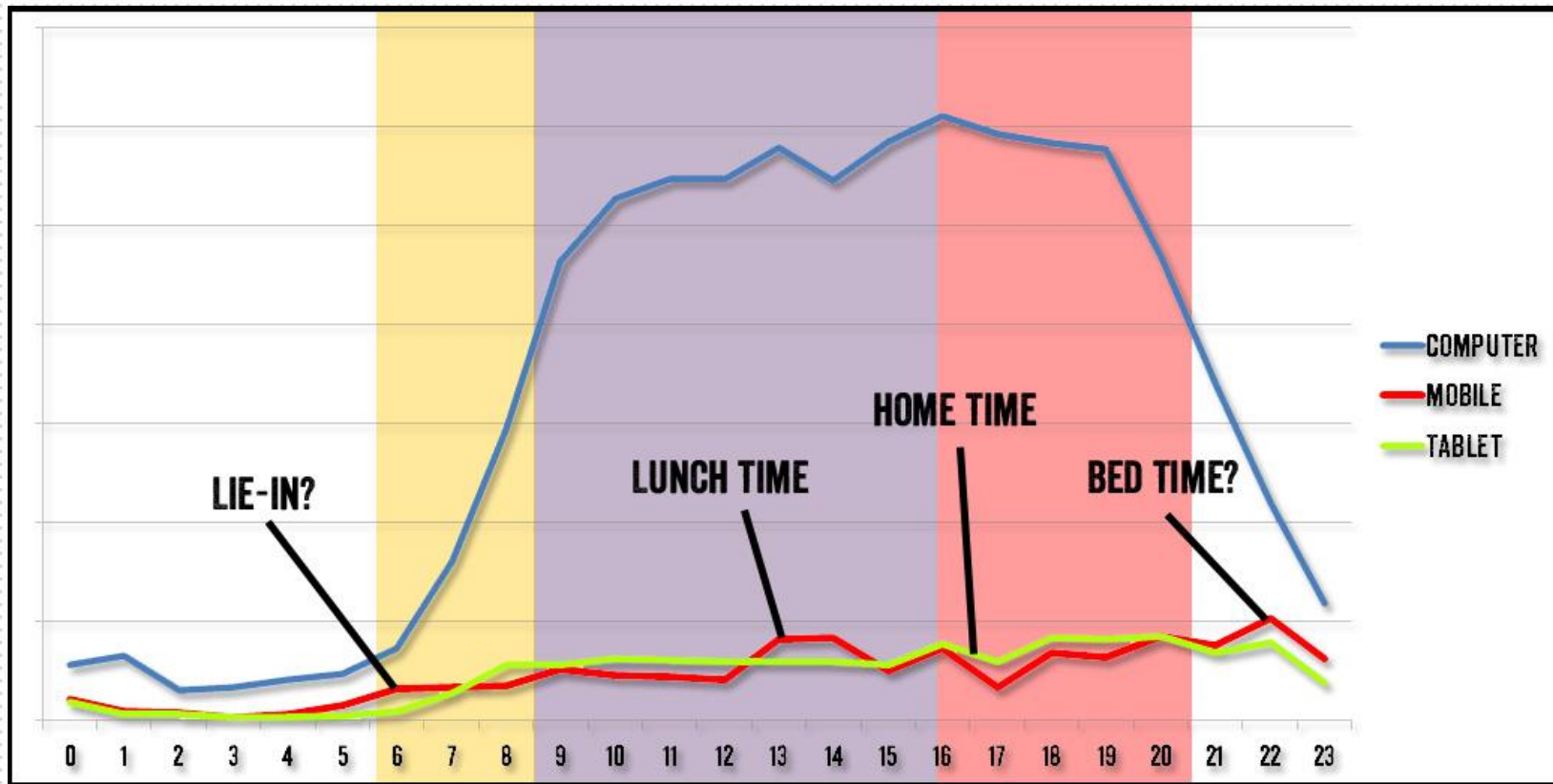


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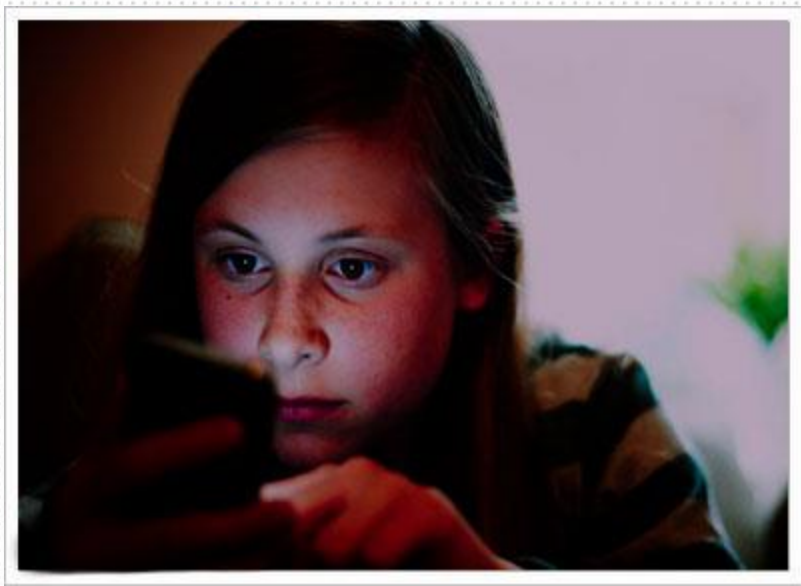


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SMARTPHONES. THE NEW TORCH UNDER THE DUVET



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THE BBC IS ONE OF THE MOST PROLIFIC GAME PUBLISHERS IN UK

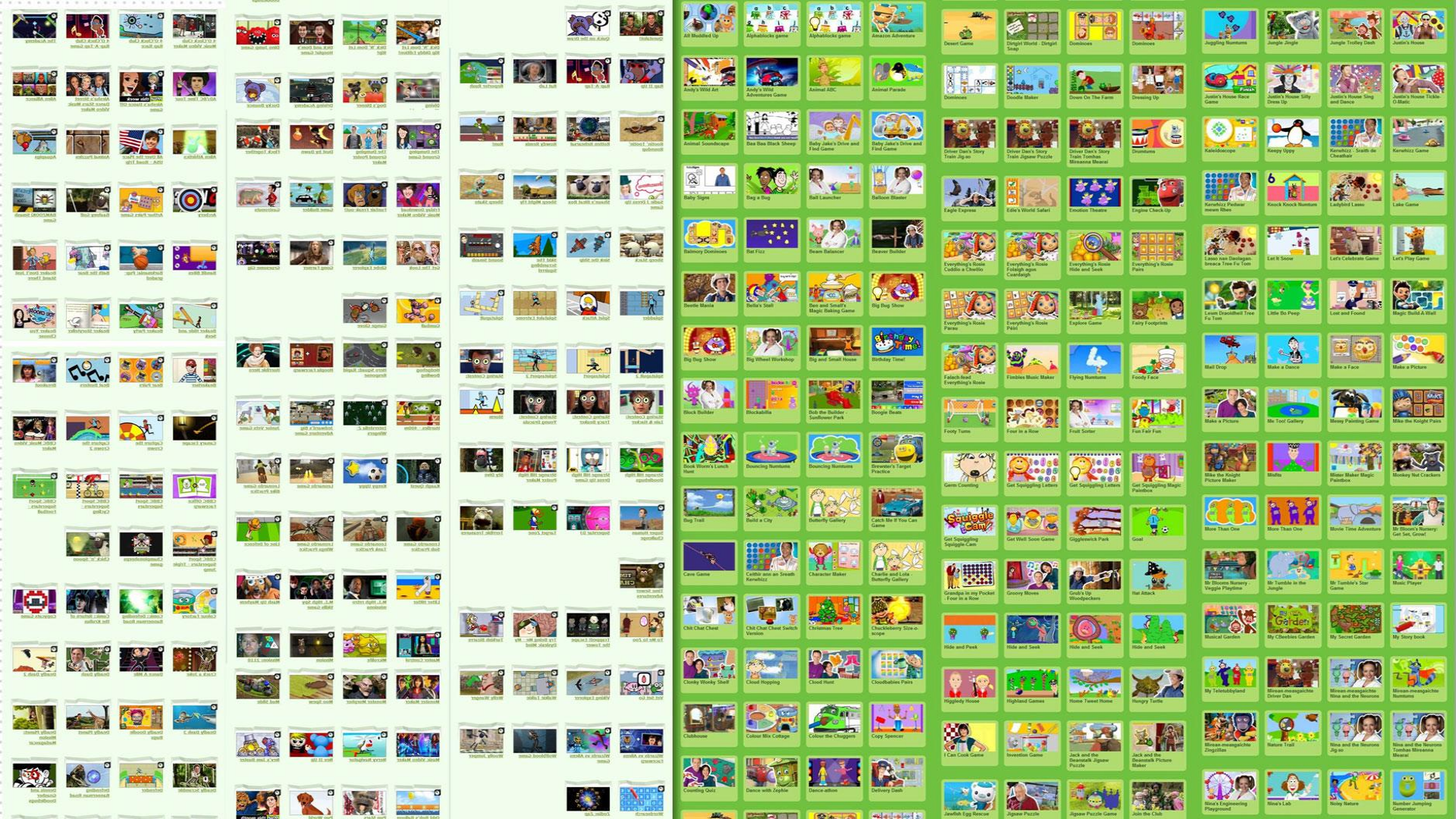


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THE '10 MINUTE RULE'

**NO GAME IN BBC CHILDREN'S PORTFOLIO HAS AN
AVERAGE PLAY TIME OF MORE THAN 10 MINUTES.**

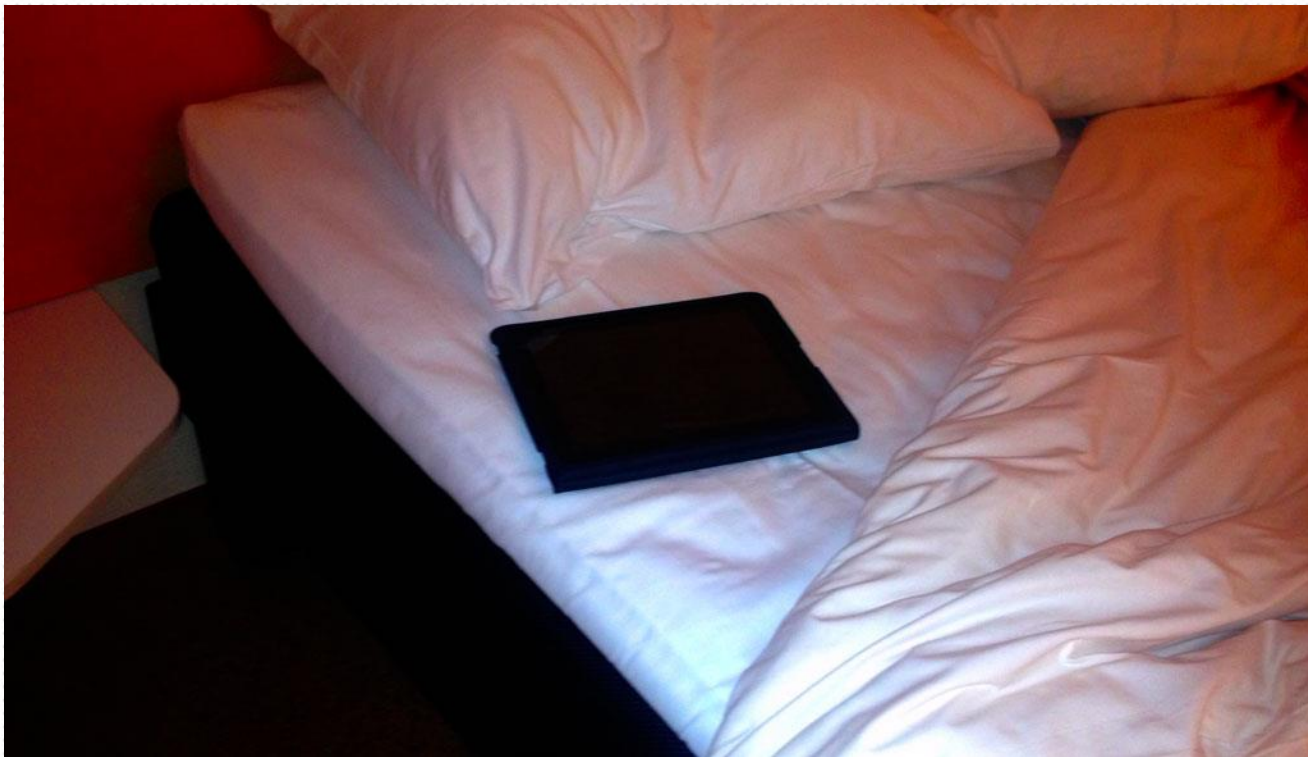


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“TIME TO GET IN THE CAR”



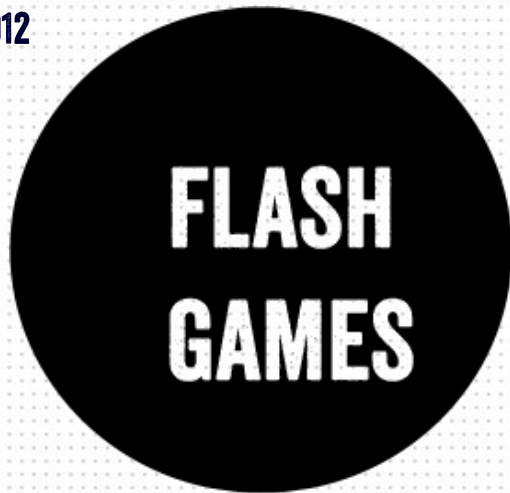
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JULY 2012



JULY 2013



WEB GAMES IN BUILD PHASE

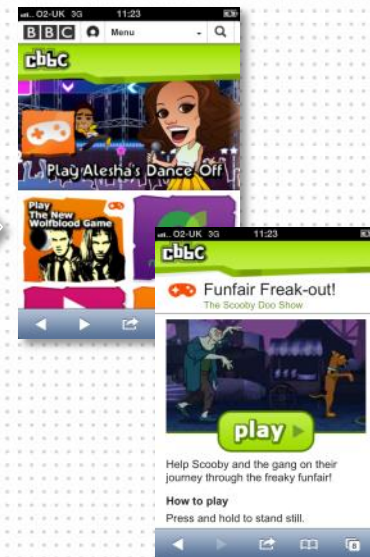


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MOVING ONTO THE MOBILE WEB

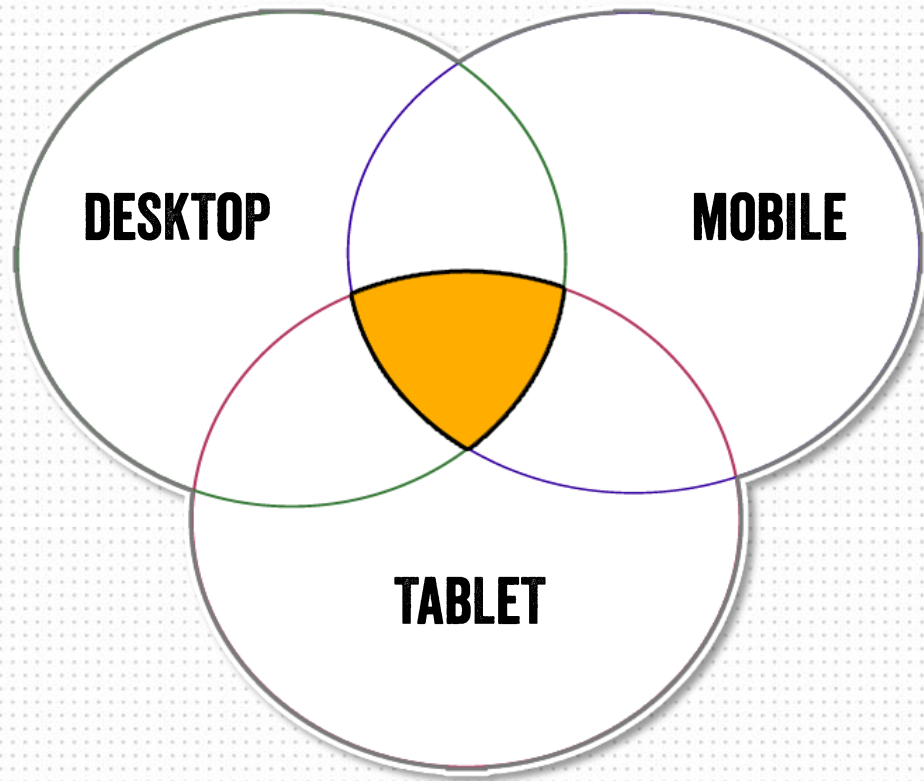


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GREAT GAMES AND MULTI-PLATFORM



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KEYBOARD / MOUSE / TOUCH PAD / TOUCH SCREEN / JOY PAD



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SCOOBY DOO FUNFAIR FREAK OUT!



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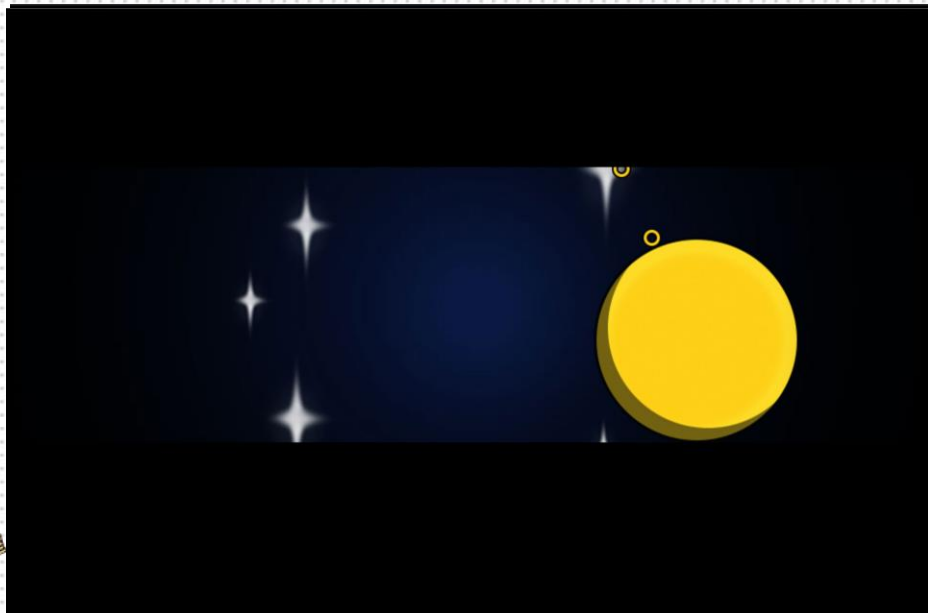


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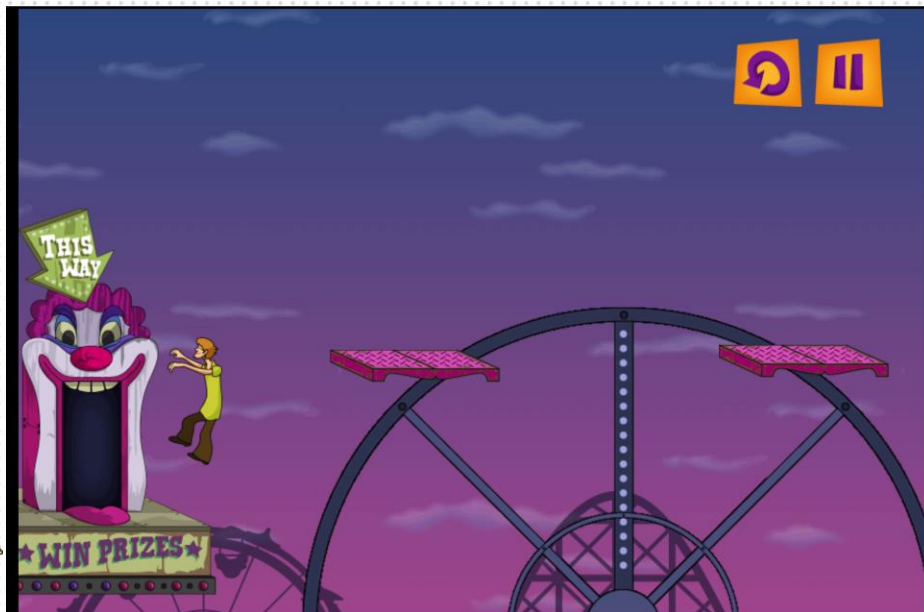


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CONTROL METHOD

MULTI-PLATFORM

APPROACH

TRUE TO BRAND

REPLAYABILITY



SCOOBY DOO FUNFAIR FREAK OUT!



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HOW WELL HAVE WE DONE?

**SCOOBY DOO IS THE MOST SUCCESSFUL
GAME LAUNCH EVER ON CBBC.**

HTML5 GAME!!!





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CHUCKLEBERRY CHASE



TARGET:
5-6YO
BENEFITS:
FINE MOTOR SKILLS



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**CADET
TRAINING**



**TARGET:
3-6YO
BENEFITS:
TEAM WORK
DISCOVERY**



PLAYTIME



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Alphablocks



WORD MAGIC



TARGET:
4-6YO
BENEFITS:
READING
WRITING
COMMUNICATION



PLAYTIME



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PAINT POP



TARGET:
ALL AGES
BENEFITS:
CREATIVITY
INCLUSIVITY



PLAYTIME



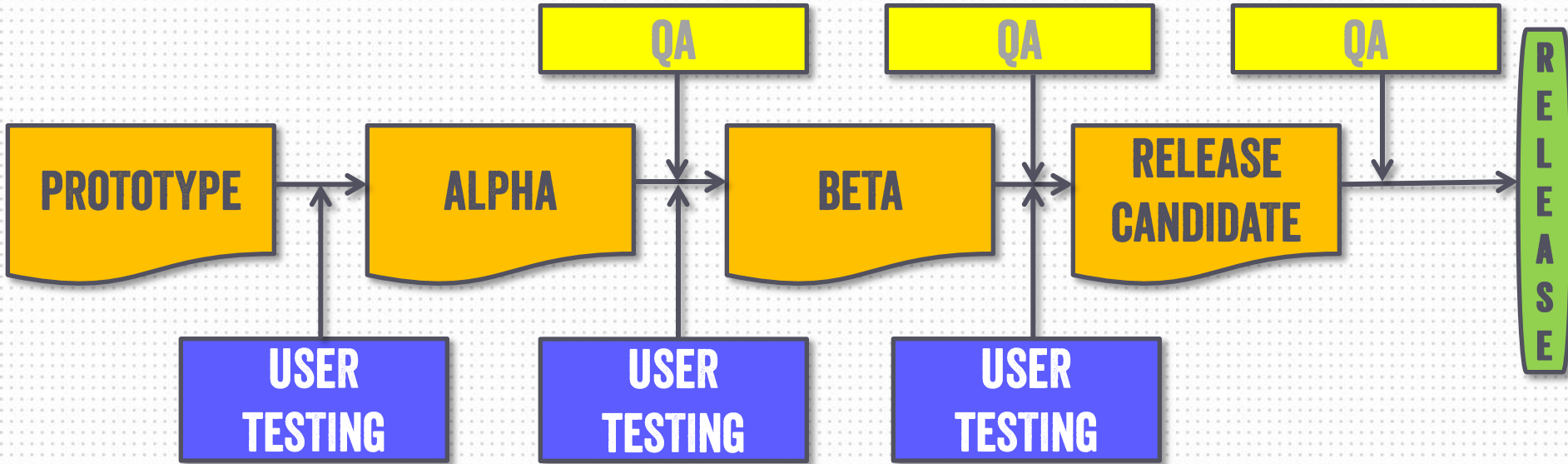
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DEVELOPMENT PLAN



APPROACH

AGILE

USER FOCUSSED – REGULAR TESTING



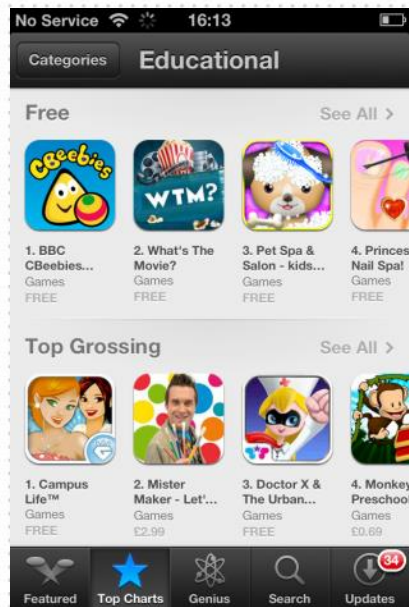
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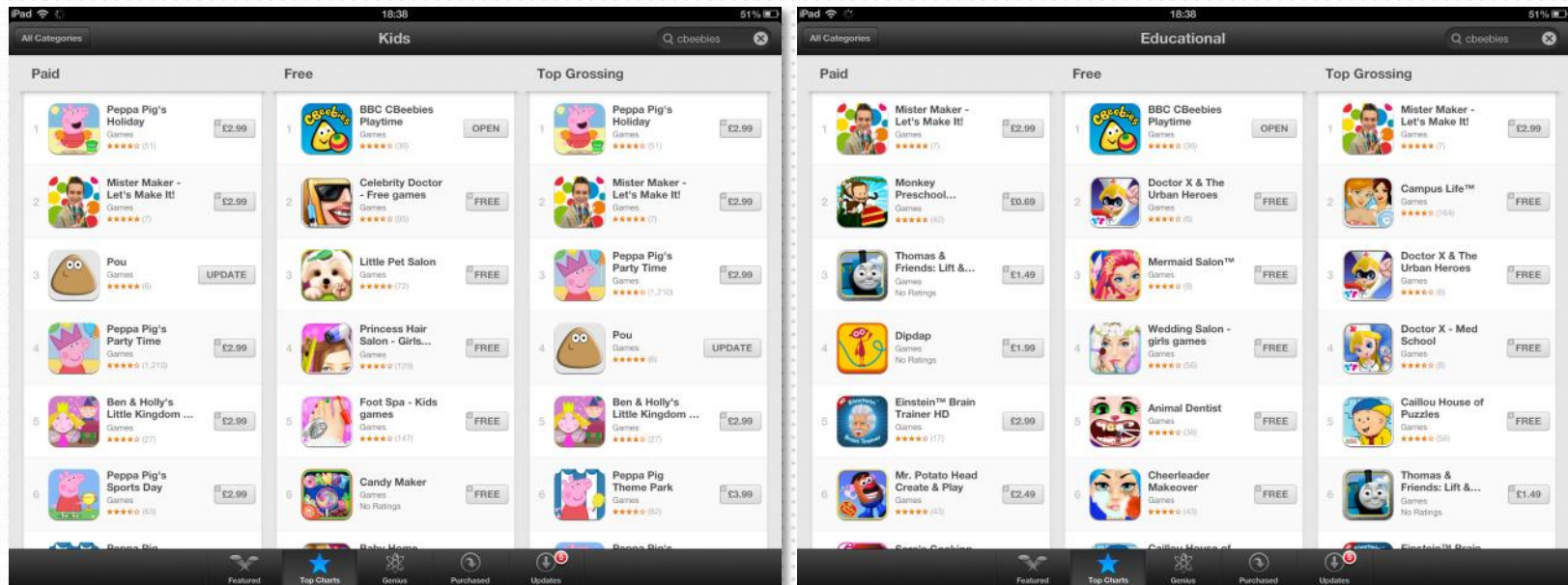
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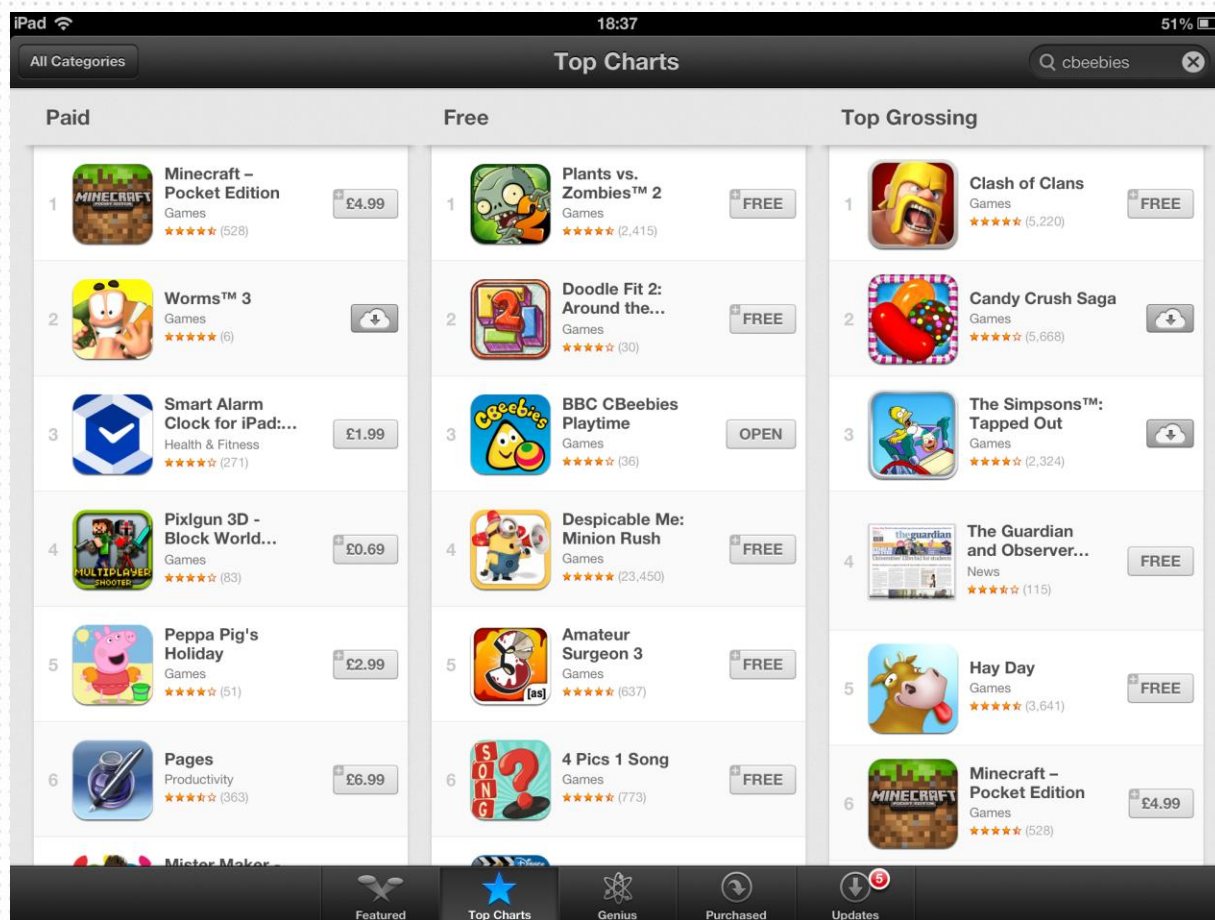


HOW WELL HAVE WE DONE?



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OPPORTUNITIES

HTML5 MOBILE WEB GAMES
MULTI-PLAYER GAMES
GAMES APPS



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IN CONCLUSION...

FAMILIES MOVING ONTO TABLETS

KIDS MOVING ONTO SMARTPHONES (WHEN TABLETS NOT AVAILABLE)

TV, THE SHARED SCREEN – FAST BECOMING 2ND SCREEN



Q?

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EXECUTIVE PRODUCT MANAGER
BBC CHILDREN'S FUTURE MEDIA
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DANKE

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